

AUSTRALIAN FOREIGN AFFAIRS

Goodbye, America:
The remaking of Asia

MEDIA KIT 2021

Our place in the world

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AUSTRALIAN
FOREIGN
AFFAIRS

THE MARCH OF AUTOCRACY AUSTRALIA'S FATEFUL CHOICES

JOHN KEANE

Enter the dragon: Decoding the new Chinese empire

SAM ROGGEVEEN

The truce: Negotiating the end of the American era

NATALIA KASSAM & DARREN LIM

Future shock: How to prepare for a China-led world

LINDA JAIVIN

Middle-power might: A plan for dealing with China

PLUS KATE GERAGHTY on women and war



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FRIENDS, ALLIES AND ENEMIES

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HUGH WHITE

Great expectations: Can Australia depend on its neighbours?

KAREN MIDDLETON

Blind spot: Why Australia needs a South-East Asia step-up

RORY MEDCALF

Balancing act: Making sense of the Quad

PATRICK LAWRENCE

Goodbye, America: The remaking of Asia

PLUS PRIMROSE RIORDAN on the tragedy of Hong Kong



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KIM MCGRATH

Drawing the line: Witness K and the ethics of spying

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Data driven: How COVID-19 and cyberspace are changing spycraft

PLUS JAMES BROWN on state and terrorist threats to the West



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CAN WE TRUST AMERICA? A SUPERPOWER IN TRANSITION

MICHAEL WESLEY

Beijing calling: How China is testing the alliance

KELLY MAGSAMEN

Silent partners: US bases in Australia

BRENDAN TAYLOR

Message to Washington: How to maximise US strength in Asia

FELICITY RUBY

Beyond Trump: The view from the United States

PLUS HELEN CLARK on idealism in foreign policy

Morry Schwartz, the publisher of Australian Foreign Affairs and founder of Schwartz, started his first publishing company in 1971 with a simple vision: to publish the best Australian writers in the most beautiful way possible. Now, whether it's a book, a journal, a magazine or a newspaper, every publication is still created with the individual care and attention it deserves.

With over 40 years of experience curating and editing Australia's most influential writing and journalism, Schwartz has a long reputation for excellence. As well as publishing Australia's first foreign affairs journal, Schwartz Media also publishes the groundbreaking weekend newspaper, *The Saturday Paper*; the country's leading current affairs magazine, *The Monthly*; the agenda-setting journal *Quarterly Essay*; and books under the Black Inc. imprint.

AUSTRALIAN FOREIGN AFFAIRS

OUR PLACE IN THE WORLD

QUARTERLY ESSAY

Australia's leading journal of politics, culture and debate

The Saturday Paper

The Monthly

AUSTRALIAN FOREIGN AFFAIRS

EDITED BY JONATHAN PEARLMAN

The world is changing, and so is Australia's place in it.

Australian Foreign Affairs, published three times a year, makes foreign affairs available and accessible to a large audience. The journal encourages debate and is open to divergent views. The style and presentation is clear, succinct and free of jargon. Our readers need no other qualification than an interest in significant foreign developments affecting Australia and the region, and a curiosity about the possible outcomes and responses.

Each themed issue of Australian Foreign Affairs features four to five long-form in-depth articles by our best thinkers, as well as reviews, correspondences and "The Fix": a column that proposes a solution to a foreign policy problem. The writing is topical and wide-ranging, and often challenges conventional wisdom.

Contributors to Australian Foreign Affairs include former Australian prime minister, Paul Keating; Senator Penny Wong; Allan Gyngell, one of the country's most experienced foreign affairs experts; Linda Jakobson,

one of the world's leading China watchers; George Megalogenis, a journalist, political commentator and expert analyst of changes in Australia's social fabric; John Delury, a world expert on North Korea; Michael Wesley, one of Australia's leading experts of foreign policy, international relations and strategic affairs as well as Christos Tsiolkas, Santilla Chinagaipe, Jennifer Rayner and many others.

“ The standard of journalism is high and gives me a little hope for the future*

“ I look forward to each issue and often it is the basis of discussion with friends and colleagues*



Julie Bishop at the launch of AFA1, with editor Jonathan Pearlman and publisher Morry Schwartz

* Reader feedback from Australian Foreign Affairs reader and subscriber survey, 2018

FROM THE EDITOR

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When Australian Foreign Affairs launched in October 2017, the aim was to encourage conversation about international events and their impact on Australia. So it has been a pleasure to see the ideas, arguments and reporting in AFA prompt debate in the media, among MPs and experts, and at universities. The journal's impact indicates a strong desire for reliable, engaging, evidence-based analysis of Australia's relationships with its neighbours.

AFA features leading thinkers in Australia and abroad, from Hugh White, Linda Jaivin and George Megalogenis in Australia to Jane Perlez in China and Andrew J. Bacevich in the United States. We hold regular events across the country, featuring politicians, diplomats, journalists and leading experts on topics such as North Korea's missiles, Indonesia's ties with Australia, and international human rights. To continue the conversation between issues, we publish AFA Weekly, which keeps us in touch with readers.

AFA's range of writers, topics and formats will continue to expand because, as global wealth and power shift to the Asia-Pacific, any attempt to understand Australia will depend on understanding changes in this region and beyond.

Jonathan Pearlman
Editor, Australian Foreign Affairs

ABOUT THE EDITOR

Jonathan Pearlman is the editor of Australian Foreign Affairs, world editor for *The Saturday Paper*, and is a correspondent for the *Telegraph* (UK) and the *Straits Times* newspaper (Singapore). He previously worked at *The Sydney Morning Herald*, covering foreign affairs and politics from Canberra and Sydney.



Tarun Nagesh, AFA publisher Morry Schwartz, Ruth McDougall, Sue Trevaskes, Caitlin Byrne, and AFA editor Jonathan Pearlman at the Brisbane launch of AFA5, at the Gallery of Modern Art.

Image credit: Joe Ruckli

OUR AUDIENCE

71%
Male*

27%
Female*

Our readers are politically minded, and passionate about foreign affairs and Australia's place in the world. They are highly educated, with refined tastes.

* Source: Australian Foreign Affairs reader and subscriber survey, 2018

AGE

 **77%**

Aged 45+*

PROFESSION

 **44%**

Professionals or managers*

EDUCATION

 **79%**

Have a university education

 **52%**

Hold a postgraduate degree

HOBBIES

 **80%**

Buy books every month

 **62%**

Buy wine/spirits/beer every month

 **55%**

Attend arts and cultural events every month

 **97%**

Read newspapers every day

 **83%**

Read journals and magazines every day

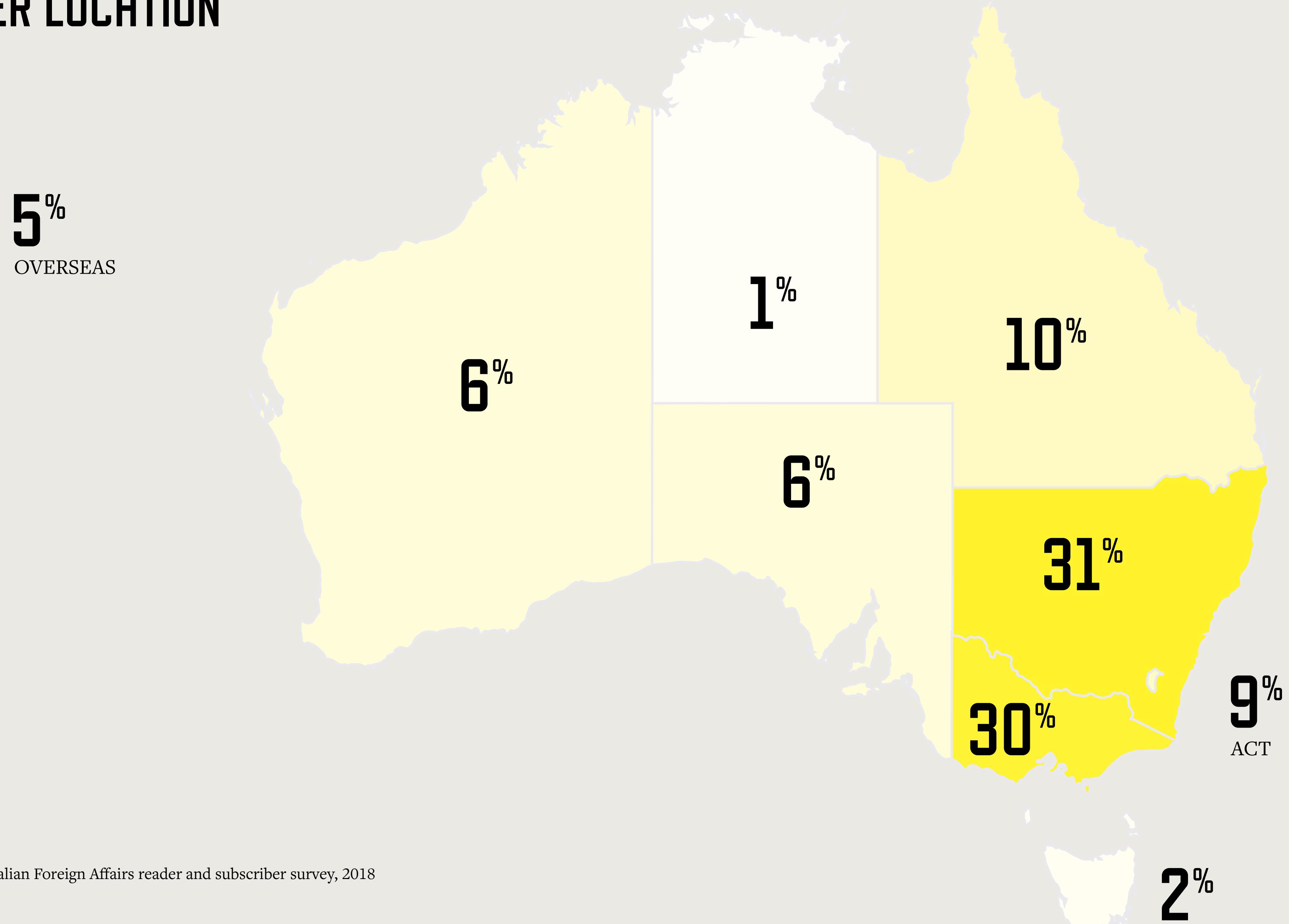
 **58%**

Read books every day

 **90%**

Would recommend Australian Foreign Affairs to their friends and family

READER LOCATION



* Source: Australian Foreign Affairs reader and subscriber survey, 2018

AUSTRALIAN FOREIGN AFFAIRS REACH

AUSTRALIAN FOREIGN AFFAIRS MEDIA KIT 2021 | 7

JANUARY 2021 STATISTICS

Australian Foreign Affairs is available in bookshops and newsagents nationally, on all eBook platforms, and via print and digital subscriptions.

Distributed in conjunction with Black Inc. and Quarterly Essay, Australian Foreign Affairs benefits from the established branding and presence of these imprints, and has been embraced enthusiastically by booksellers, newsagents and subscribers. AFA's Twitter numbers are growing daily, with followers having increased by 104% since January 2018.

With an ever-expanding readership and online engagement rate, Australian Foreign Affairs is the perfect partner for advertisers to target a sophisticated and exclusive audience.



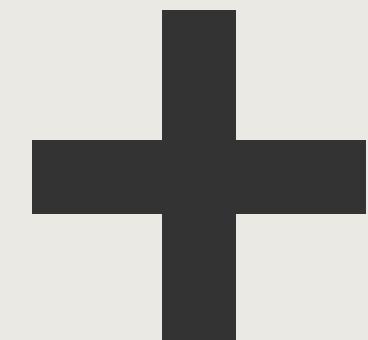
26.7%

click-through rate for AFA Weekly



10,000+

print copies of Australian Foreign Affairs distributed



6000+

digital AFA Weekly subscribers



30,000

average monthly web page views

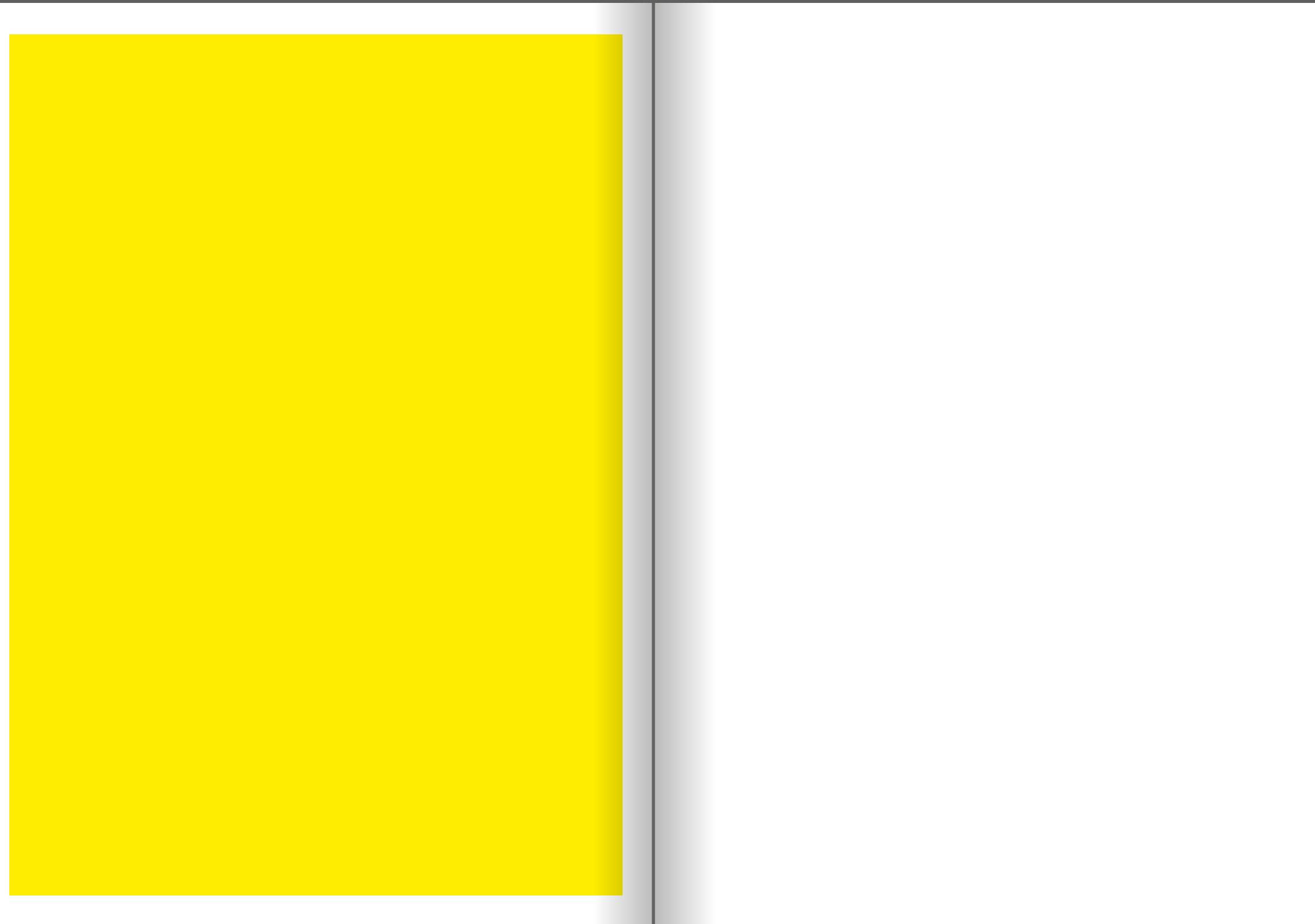
PRINT ADVERTISING

- Full-colour advertisement on the inside front cover of Australian Foreign Affairs (distribution approximately 10,000 copies): \$5000
- Insert in Australian Foreign Affairs subscriber copies (insert supplied by sponsor; approximately 2000 copies): \$300 CPM (\$600 TOTAL)

All prices exclude GST.

Width: 260mm

Height: 374mm



Full page

AUSTRALIAN FOREIGN AFFAIRS DIGITAL ADVERTISING

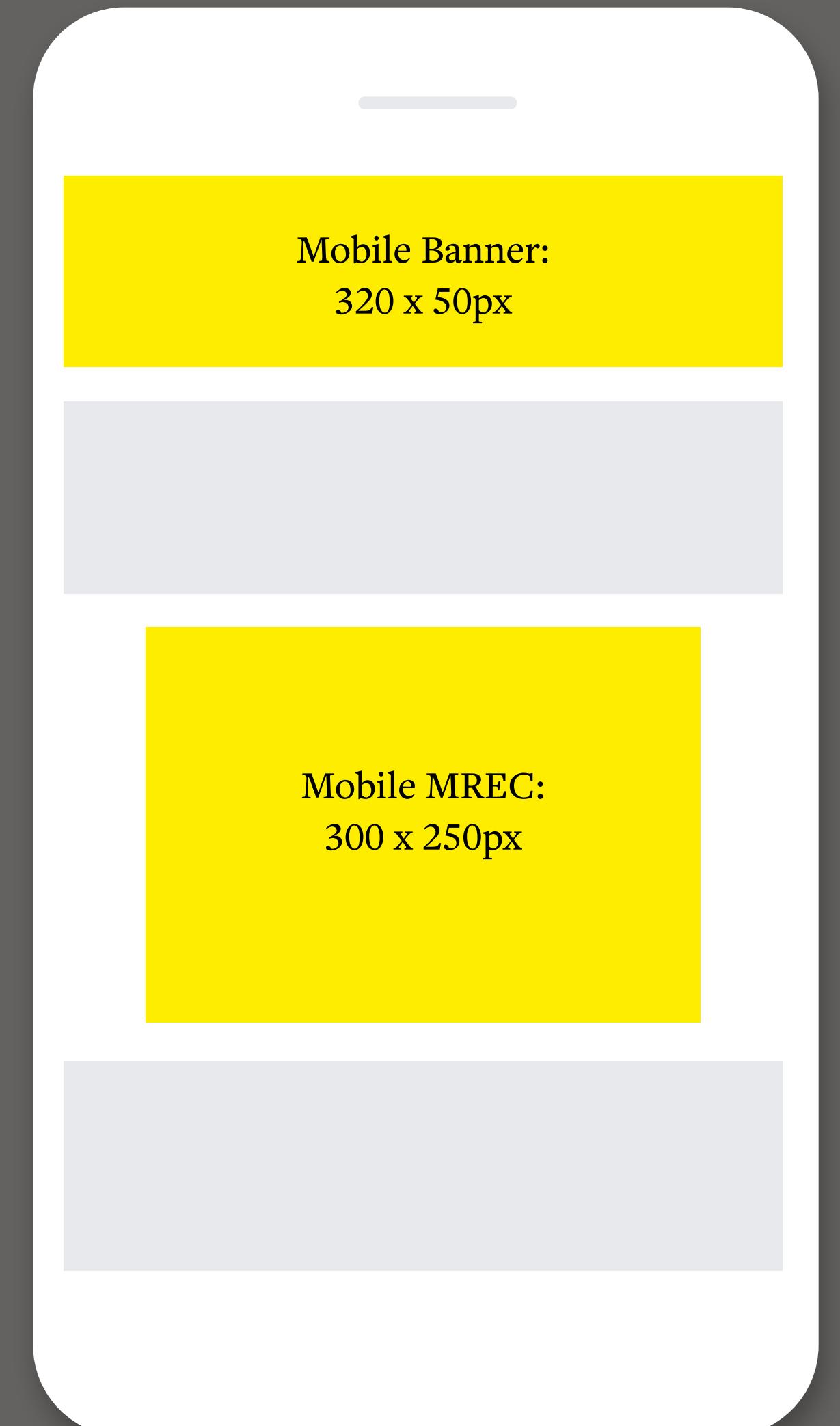
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- Banner and MREC advertising in Australian Foreign Affairs EDMs: \$800
- Banner and MREC advertising in Friends of Quarterly Essay EDM (one email per list): \$3000

AFA WEEKLY DIGITAL ADVERTISING

- 3-month advertising package in AFA Weekly (Banner and 3x MRECs in total 12 EDMs): \$5000
- 1-month advertising package in AFA Weekly (Banner and 3xMRECs in total 4 EDMs): \$2200
- Single EDM advertising in AFA Weekly (Banner and 3xMRECs in total 1 EDM): \$600

All prices exclude GST.



AFA Weekly is a free digital newsletter published each Wednesday by Schwartz Media's Australian Foreign Affairs journal.

Written and curated by editor Greg Earl, it features news and insights on crucial world events and their effect on Australia.

It includes links to commentary and reporting by leading foreign policy thinkers from Australia and around the world.

ADVERTISING HIGHLIGHTS

- Monthly buyouts
- Casual bookings available
- 4 premium ad spots per newsletter
(1 banner and 3 MRECs)

The image shows two smartphones side-by-side, both displaying the AFA Weekly newsletter. The left phone displays a full article titled "The China tweet". The right phone displays a summary section titled "Trade wars threaten Australia" and a "WEEKLY ROUND-UP". Both phones have a yellow header bar with the AFA Weekly logo and "FOREIGN AFFAIRS & TRADE NEWS". The date "2 DECEMBER 2020" and author "WITH GREG EARL" are visible on both screens. The content on the right phone includes a snippet about trade wars and a link to "CONTINUE READING". The bottom of the right phone screen shows a promotional box for "Lead, in Asia-Pacific studies" at the Australian National University.

AFA WEEKLY
FOREIGN AFFAIRS & TRADE NEWS

(afa-weekly) 2 DECEMBER 2020 WITH GREG EARL

The China tweet

Australia has received support from several other countries after China escalated bilateral tensions by tweeting a doctored image of an Australian soldier in Afghanistan. The support may indicate that moves to foster greater international cooperation to manage China's rise – and to encourage it to reconsider its assertiveness – are gaining momentum. But it may just reflect shock that China's foreign ministry would release such blatant disinformation.

Australia has rightly devoted much diplomatic energy in recent years to bolstering regional relationships and building new ones to deal with China and its tensions with the United States. However, the Morrison government needs to take responsibility for resolving many of the strains that now exist in the China–Australia relationship.

Regional allies such as Japan and South Korea seem able to balance being democratic countries with their significant economic relationships with China. Australia would do well to learn from these countries rather than simply counting on them for support when policy decisions and broader political rhetoric in Australia result in aggressive responses from Beijing.

Australia will still need to find a way to reopen communications with China, possibly using back channels or even another country as an intermediary. Despite its efforts to develop economic connections to neighbouring countries like India, Indonesia and

Trade wars threaten Australia

When Donald Trump announced his first round of tariffs on China at a special ceremony at the White House last month, Chinese President Xi Jinping said nothing. Instead, China responded with a set of matching tariffs, on products such as soybeans, pork and cars – all targeted at farming and industrial areas, which Trump's Republicans need to win at the coming US midterm elections. Trump doubled down and proposed tariffs worth US\$100 billion, raising the prospect of a trade war between the world's two largest economies.

On Tuesday, Xi broke his silence. In a speech at the 2018 Boao Forum for Asia, he tried to soothe tensions and – without mentioning Trump – warned that raising barriers leaves countries "assigned to the dustbin of history". Xi's various concessions were hardly new, but they allowed Trump to claim an initial victory (he sent a thank-you tweet).

Trump is taking on Xi in a game at which China excels. Neither nation will win a trade war, and the losses, which could be disastrous, would be experienced everywhere, not least in Australia. [CONTINUE READING](#)

WEEKLY ROUND-UP

Game of Thrones in our backyard?

Australian National University
Lead, in Asia-Pacific studies
Master of Political Science
Master of Diplomacy
Master of Strategic Studies
Master of International Relations

Schwartz Media

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